



Marketing ideas

that get results

Computer Corporation of America

MARKET FAMILIARIZATION CAMPAIGN

SITUATION/PROBLEM

MOST SOFTWARE USERS WERE UNFAMILIAR WITH CCA AND THE SUPERIOR SOFTWARE IT PRODUCED. THIS WAS KEEPING CCA FROM BEING APPROVED AS A SUPPLIER OR CONSIDERED FOR ACQUISITION.

OBJECTIVE

CCA's management wanted users to include the company in lists of acceptable software manufacturers. It also wanted to position the company for possible acquisition.

SOLUTION

PriMarc proposed a marketing communications program promoting both CCA's corporate identity and its products. The corporate identity materials used a tagline that played off the industry's lack of awareness about CCA's accomplishments: "Keep it quiet. We did." In the product promotions, coupons were included to generate inquiries.

RESULTS

The campaign generated an average of 790 inquiries each and every month, 39% of which converted to sales. The company grew more than 70% in 18 months, far exceeding its management's expectations. The acquisition positioning was also successful. CCA was acquired in the 4th year of a 5-year communications plan.

The first DBMS conceived for online systems, remembers more.

Other DBMS's have been converted from batch. There is a difference. We invite you to compare the capacity, performance and productivity of our MODEL 204 with any other DBMS. Write or call 1-800-225-4100.

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Computer Corporation of America
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Software innovators creating better ways to manage business.

Advanced database technology comes from Computer Corporation of America.

But keep it quiet. We did.

Back in 1963, a large government agency asked some researchers to design a very large, superior database management system.

That began Computer Corporation of America. And today, CCA's R & D staff and facilities are among the world's finest in database systems.

In fact, we've been inventing for so many years that our focus hasn't been on selling ourselves. So now we're finding that a lot of top management across the country haven't heard of us.

Even though today, our database management system the Model 204 is faster than any other and can store more than any other. Even as you add more and more users it's faster.

And it's just a small part of our products and services. Services that include easy to use application development tools, PC to mainframe links, and advanced fourth-generation "user" language.

Very quickly, we'd like you to know more about how CCA's advanced software technology can dramatically increase the usefulness and profitability of your present database. Quickly and very easily.

Write John D'Amico, V.P. Marketing, Computer Corporation of America, Four Cambridge Center, Cambridge, MA 02142, or call 1-800-225-4100.

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PriMarc